

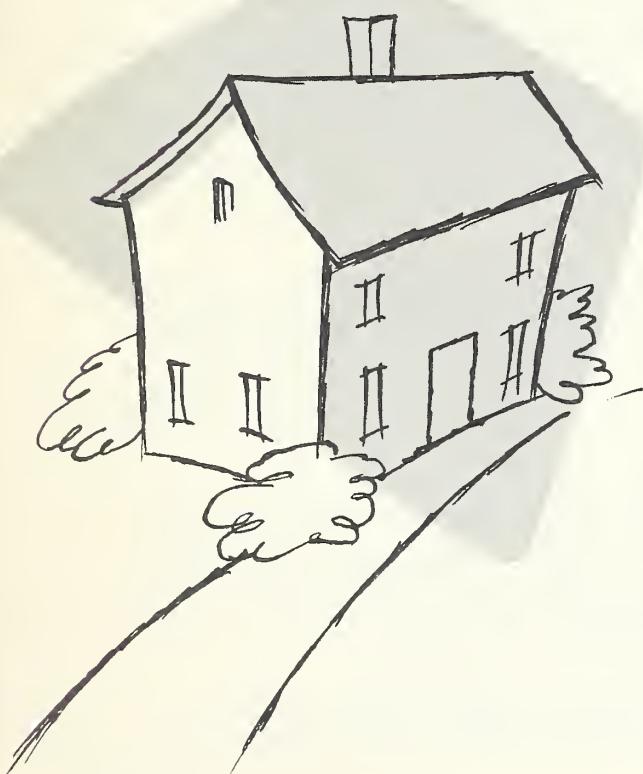
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Household Purchases of



BUTTER

**FLUID
WHOLE
MILK**

**FLUID
SKIM
MILK**

by Regions and Retail Sales Outlets,

October - December 1956

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
Washington, D. C.
April 1957

HPD-39

PREFACE

This is one in a series of quarterly reports on household purchases of butter, fluid whole milk, and fluid skim milk, by geographic regions and types of retail outlets. This series previously contained data on household purchases of butter, cheese, nonfat dry milk solids, and margarine. The quarterly reports supplement the monthly series, "Household Purchases of Butter, Fluid Whole Milk, and Fluid Skim Milk," which provides data for the United States only.

This series is based on information from the National Consumer Panel of the Market Research Corporation of America, under contract with the United States Department of Agriculture. A representative nationwide sample of approximately 6,000 families reports the basic information upon which the estimates of purchase volumes and related information are based.

The dairy industry through the American Dairy Association and the United States Department of Agriculture, under terms of a cooperative project, are financing the obtaining of the data presented in this series of reports. The Department funds are provided under the Agricultural Marketing Act of 1946.

This report was prepared in the Market Development Branch, Marketing Research Division, of the Agricultural Marketing Service.

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HOUSEHOLD PURCHASES OF BUTTER, FLUID WHOLE MILK,
AND FLUID SKIM MILK, BY REGIONS AND RETAIL
OUTLETS, OCTOBER-DECEMBER 1956

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data are for a 13-week period in order to permit comparisons of purchase volume between periods of equal length.

BUTTER

Householders in the United States bought an estimated total of 225 million pounds of butter during October-December 1956, just above the level in October-December 1955, and 5 percent above October-December 1954. This increase from a year earlier occurred even though the average price per pound for butter to consumers--71 cents--was up 3 cents from late 1955 and at the highest level since this series began in April-June 1954 (tables 1 and 2).

Although the total quantity of butter purchased by householders of the United States was greater than a year earlier, per capita purchases were down about 1 percent. 1/ Regionally, during the 4th quarter of 1956, householders in the Pacific Coast States purchased appreciably more butter per capita than during the 4th quarter of 1955, and those in the low butter consuming areas of the South and Mountain-Southwest showed small increases. 2/ In contrast, purchases of butter per capita for home use in the primary butter consuming areas of the North Central and Northeast were down from a year earlier.

Householders bought a larger quantity of butter in October-December 1956 through regional and local chains and the home delivery outlet than during October-December 1955. The quantity bought in the three remaining outlets, national chains, independents, and "other" outlets, was down from a year

1/ Per capita purchases are based on total U. S. civilian, non-institutional population.

2/ The 5 regional areas are defined as follows: NORTHEAST--New England and Middle Atlantic States, plus Delaware, Maryland, and District of Columbia. NORTH CENTRAL--Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, Missouri, North Dakota, South Dakota, Nebraska, and Kansas. SOUTH--Arkansas, Alabama, Florida, Georgia, Kentucky, Louisiana, North Carolina, South Carolina, Tennessee, Mississippi, Virginia, and West Virginia. MOUNTAIN and SOUTHWEST--Eight Mountain States and Texas and Oklahoma. PACIFIC--Washington, Oregon, and California. The approximate 1956 distribution of the population of the United States between the 5 areas is: 28.4 percent in the Northeast; 29.2 percent in the North Central; 21.6 percent in the South; 10.1 percent in the Mountain and Southwest; and 10.6 percent in the Pacific.

earlier with the drop particularly marked for the independent grocer outlet. 3/ In the 4th quarter of 1956, about 20 percent of total purchases of butter was made through national chains, 32 percent through regional and local chains, 33 percent in independent grocery stores, 5 percent delivered to the door, and 10 percent in all "other" outlets (tables 3 and 4).

Butter prices to householders in this survey during October-December 1956 were higher in all regions and through all outlets than in October-December 1954 and 1955. Butter prices by regions ranged from 68 cents per pound in the Pacific Coast States to almost 75 cents in the Mountain-Southwest area. By outlets, the price of 66.5 cents paid per pound in "other" outlets was the lowest while the 73.8 cents paid for butter delivered to the home was the highest. Butter prices to consumers in all types of chain stores were just over 70 cents per pound, 1 to 2 cents per pound lower than in independent grocery stores compared to 3 to 4 cents lower in late 1955.

The average quantity of butter bought per purchase--a little over 1 pound-- by householders in all regions during October-December 1956 was either down slightly or unchanged from October-December 1955, except for a 4 percent increase in the Pacific Coast area. In retail outlets, during October-December 1956, the average quantity of butter bought per purchase was about 6 percent higher in "other" outlets than in October-December 1955, up fractionally in national chains and independent grocery stores, but unchanged in each of the remaining sales outlets.

FLUID MILK

Total: Householders in the United States purchased an estimated total of 3,999 million quarts of all fluid milk during October-December 1956, an increase of about 5 percent from the same quarter 2 years earlier. 4/ The total for all fluid skim milk items purchased by householders increased 18 percent during October-December 1956 from October-December 1954. The quantity of whole milk purchased increased about 5 percent between the same periods.

The amount of total fluid milk purchased was higher in all regions during October-December 1956 than in October-December 1954. Purchases were also higher in all types of retail outlets, except for a 10 percent decrease in independent grocery stores. Between the same periods, there was an increase of 26 percent in the quantity of fluid milk purchased in gallons and a 70

3/ Retail outlets are defined as follows: NATIONAL CHAINS--A & P, Kroger, and Safeway Stores. REGIONAL and LOCAL CHAINS--those chains having 4 or more stores (excluding those in the national chain category). INDEPENDENT GROCERIES--independently owned stores, groups of stores not falling in above categories, and voluntary associations in independently owned stores. HOUSE-TO-HOUSE--purchases from milkman or other wagon salesmen. OTHER--purchases in creameries or dairy stores, roadside stands, department and specialty food stores, and from farmers.

4/ Fluid cream and half-and-half mixtures are not included in these data.

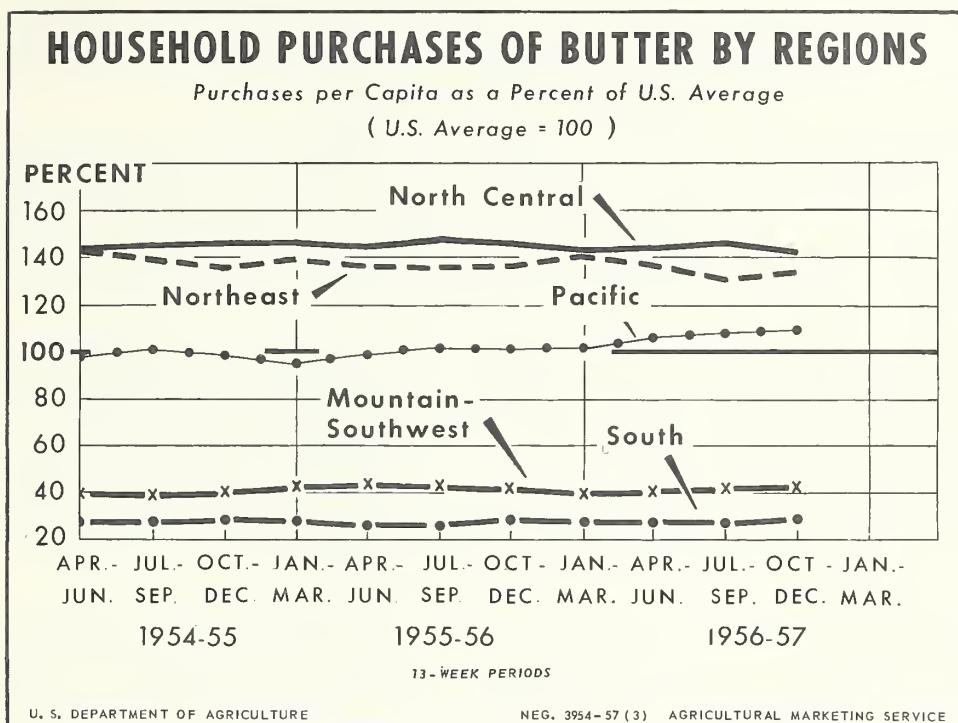


Figure 1

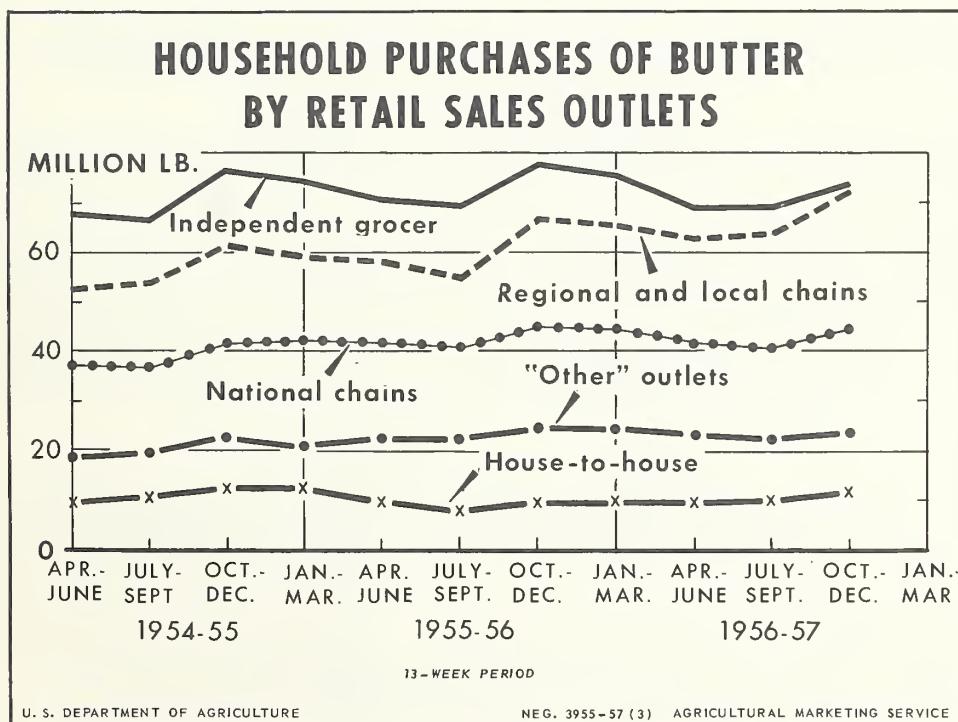


Figure 2

percent increase in milk purchased in half-gallon containers, but a decline of 15 percent for single quarts. Householders bought about 40 percent of their fluid milk in multiple-size containers in October-December 1956 compared with about 27 percent for the same quarter 2 years earlier.

Fluid Whole Milk: Whole milk purchases during October-December 1956 were estimated at 3,787 million quarts, an increase of 5 percent from October-December 1954 (table 5). 5/ Per capita purchases of whole milk increased in all regions, except for a 1 percent decrease in the Northeast, over October-December 1954, with the greatest gain percentagewise in the South (table 22).

The proportion of whole milk purchased in gallon and half-gallon containers was higher during October-December 1956 in all regions compared to October-December 1954, except for a slight decline in purchases of gallons in the Mountain-Southwest area. There was also a decrease in the proportion of whole milk purchased in single-quart containers (table 13). Household purchases of fluid whole milk in the half-gallon container through all retail outlets during October-December 1956 were at a record level for any quarterly period in the 1954-55 and 1956-57 dairy marketing years (table 15).

Independent grocery stores and the home delivery outlet accounted for three-fourths of all whole milk purchased through retail outlets during October-December 1956. However, the quantity of whole milk purchased through independent stores has been averaging about 10 percent less each quarter of the 1956-57 dairy marketing year than during the comparable quarterly period of 2 years earlier. The amount of whole milk purchased through home delivery has increased but its relation to the total--about 50 percent--has shown little change. The quantity of whole milk purchased by householders through national chains, regional and local chains, and "other" outlets has shown the greatest percentage increase between the 2 periods.

The average price paid by householders of the Nation in this survey for fluid whole milk during October-December 1956 was 23.1 cents per quart, about 1 cent per quart higher than in the same period 2 years earlier and the highest average price in any quarterly period covered by this series. Prices were also at the highest level reported for all regions and retail outlets (tables 6 and 8). This price pattern was the same, regardless of the size of the container, for whole milk in all regions except for a decline in the gallon price in the South. Compared with October-December 1954, the average price paid by consumers in October-December 1956 in all regions for whole milk increased more for gallon and half-gallon containers than for single-quarts.

Fluid Skim Milk: Householders bought 212 million quarts of fluid skim milk products during October-December 1956, a gain of 32 million quarts, or 18 percent, from October-December 1954. 6/ There were substantial gains in per

5/ Fluid whole milk includes extra grades, regular grades, homogenized and not homogenized, and fortified and unfortified whole milk products.

6/ Fluid skim milk includes skim, fortified skim, buttermilk, and flavored skim drinks.

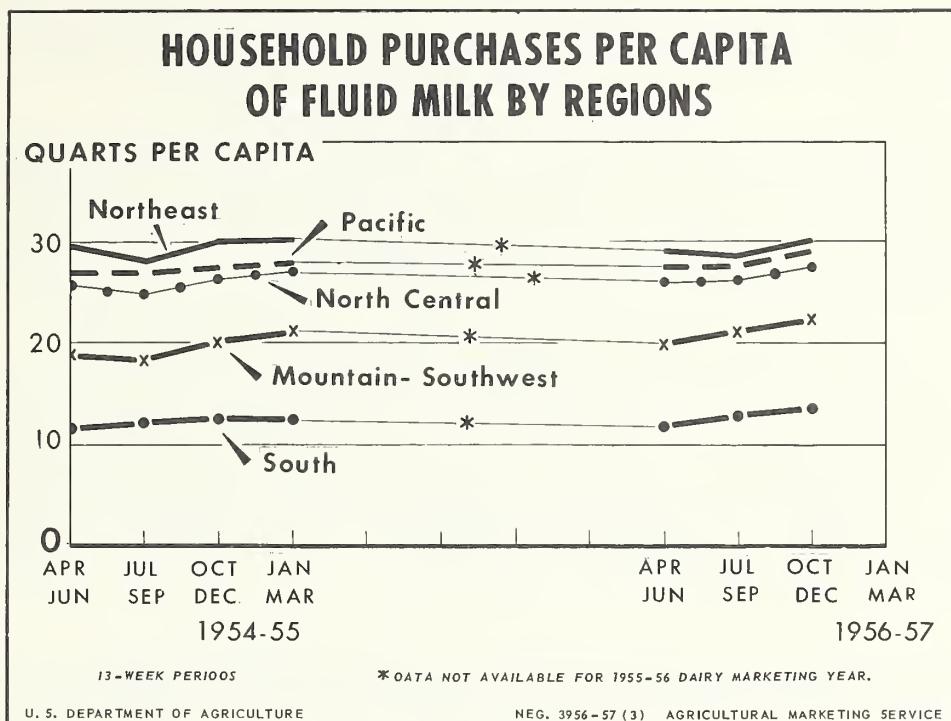


Figure 3

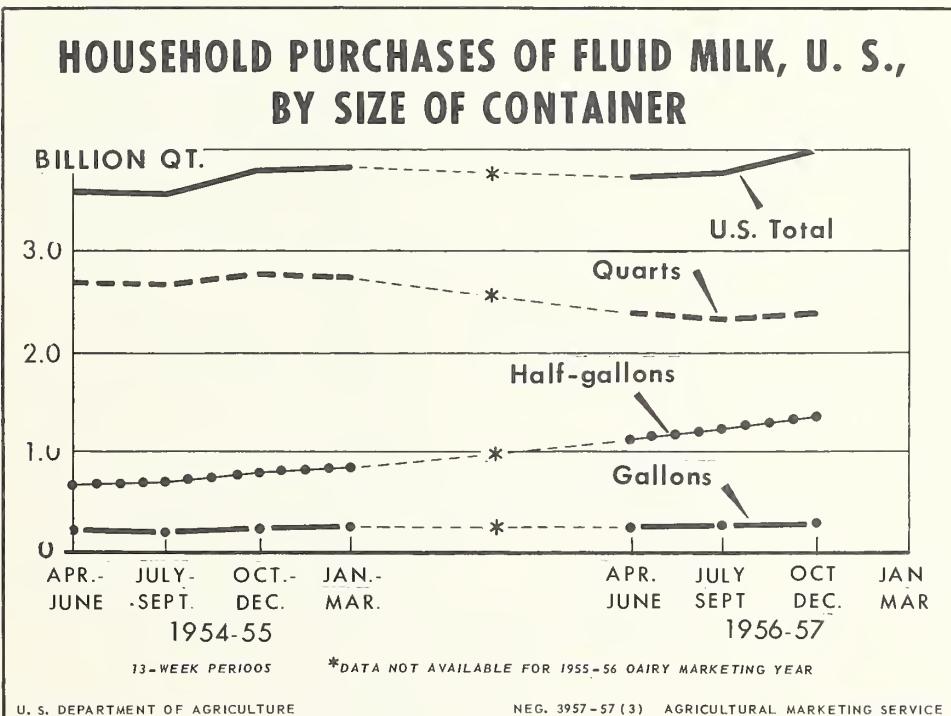


Figure 4

capita purchases from 2 years earlier in all regions, with the largest gain, 25 percent, in the North Central region. The per capita purchase rate for fluid skim by householders in the 4th quarter of 1956 ranged from 0.92 quart in the Northeast to 2.26 quarts in the Pacific Coast area.

The average price paid for skim milk items by household consumers during October-December 1956 was 19.3 cents per quart, the highest average price in any quarterly period covered by this series. The Mountain-Southwest and Pacific areas were the only regions in which prices for fluid skim were lower than in October-December 1954. Fluid skim prices were higher in all retail outlets than 2 years earlier, except in "other" outlets (table 12).

Purchases in half-gallon containers accounted for most of the increase from 2 years earlier in the total quantity of fluid skim bought by householders. Consumers in all regions and outlets reported an increase in their purchases of skim milk in half-gallons; however, in some regions, particularly the Northeast, the use of the half-gallon container continued to be relatively small. Changes were mixed by regions and retail sales outlets in the amount of skim products bought in gallon and single-quart containers in October-December 1956 compared with October-December 1954 (tables 14 and 16).

Generally, consumers have continued to buy substantially more skim milk products each quarter of the 1956-57 dairy marketing year than in comparable quarters in the 1954-55 dairy marketing year.

Table 1.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita U. S. and regions, 13-week periods

| Quarter | Total quantity purchased | | | | | | | | | |
|----------------|------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| | United States | | | Northeast | | | North Central | | | |
| | 1956-57 | 1955-56 | 1954-55 | 1956-57 | 1955-56 | 1954-55 | 1956-57 | 1955-56 | 1954-55 | |
| | Million pounds | Million pounds | Million pounds | Million pounds | Million pounds | Million pounds | Million pounds | Million pounds | Million pounds | Million pounds |
| Apr.-June..... | 204.4 | 202.1 | 185.4 | 76.2 | 75.8 | 71.4 | 84.2 | 84.7 | 75.6 | |
| July-Sept..... | 205.0 | 194.8 | 187.4 | 74.2 | 72.1 | 71.1 | 85.7 | 82.1 | 77.5 | |
| Oct.-Dec..... | 224.5 | 223.2 | 214.0 | 82.4 | 83.3 | 79.6 | 91.3 | 92.5 | 90.1 | |
| Jan.-Mar..... | 218.7 | 209.3 | | 83.7 | 78.8 | | | 89.4 | 87.5 | |
| Total | | 838.8 | 796.1 | | 314.9 | 300.9 | | 348.7 | 330.7 | |
| | Average price paid per pound | | | | | | | | | |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Apr.-June..... | 68.2 | 66.8 | 66.1 | 69.7 | 68.2 | 67.7 | 66.5 | 65.0 | 64.1 | |
| July-Sept..... | 68.7 | 66.9 | 66.1 | 70.3 | 68.6 | 67.7 | 67.2 | 65.1 | 64.1 | |
| Oct.-Dec..... | 70.7 | 67.8 | 68.4 | 72.6 | 69.2 | 70.1 | 68.9 | 66.0 | 66.5 | |
| Jan.-Mar..... | 67.8 | 67.8 | | | 69.1 | 69.1 | | 66.1 | 65.9 | |
| | Average size of purchase | | | | | | | | | |
| | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds |
| Apr.-June..... | 1.10 | 1.09 | 1.09 | 1.02 | 1.00 | 1.00 | 1.27 | 1.28 | 1.25 | |
| July-Sept..... | 1.10 | 1.09 | 1.09 | 1.01 | 1.00 | 1.00 | 1.26 | 1.26 | 1.25 | |
| Oct.-Dec..... | 1.11 | 1.11 | 1.10 | 1.02 | 1.02 | 1.00 | 1.28 | 1.29 | 1.28 | |
| Jan.-Mar..... | 1.10 | 1.09 | | 1.02 | 1.00 | | | 1.26 | 1.27 | |
| | Purchases per 1,000 capita | | | | | | | | | |
| | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds |
| Apr.-June..... | 1,260 | 1,251 | 1,174 | 1,729 | 1,720 | 1,669 | 1,824 | 1,829 | 1,679 | |
| July-Sept..... | 1,269 | 1,216 | 1,178 | 1,681 | 1,659 | 1,635 | 1,864 | 1,796 | 1,715 | |
| Oct.-Dec..... | 1,377 | 1,385 | 1,335 | 1,843 | 1,832 | 1,819 | 1,969 | 2,010 | 1,961 | |
| Jan.-Mar..... | 1,356 | 1,305 | | 1,903 | 1,810 | | | 1,946 | 1,918 | |

Table 2.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods

| Quarter | Total quantity purchased | | | | | | | | | |
|----------------|------------------------------|----------------|----------------|--------------------|----------------|----------------|----------------|----------------|----------------|----------------|
| | South | | | Mountain-Southwest | | | Pacific | | | |
| | 1956-57 | 1955-56 | 1954-55 | 1956-57 | 1955-56 | 1954-55 | 1956-57 | 1955-56 | 1954-55 | |
| | Million pounds | Million pounds | Million pounds | Million pounds | Million pounds | Million pounds | Million pounds | Million pounds | Million pounds | Million pounds |
| Apr.-June..... | 14.0 | 13.1 | 12.6 | 8.4 | 8.8 | 7.5 | 21.6 | 19.7 | 18.3 | |
| July-Sept..... | 13.7 | 12.6 | 12.5 | 8.5 | 8.4 | 7.5 | 22.9 | 19.6 | 18.8 | |
| Oct.-Dec..... | 15.8 | 15.7 | 14.8 | 9.8 | 9.3 | 9.0 | 25.1 | 22.4 | 20.5 | |
| Jan.-Mar..... | 14.6 | 14.2 | | 9.0 | 9.0 | | | 22.0 | 19.8 | |
| Total | | 56.0 | 54.1 | | 35.5 | 33.0 | | 83.7 | 77.4 | |
| | Average price paid per pound | | | | | | | | | |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Apr.-June..... | 70.2 | 69.2 | 69.1 | 72.6 | 69.8 | 69.1 | 66.5 | 66.0 | 65.1 | |
| July-Sept..... | 70.6 | 68.7 | 69.2 | 72.9 | 70.3 | 69.2 | 66.5 | 65.8 | 64.7 | |
| Oct.-Dec..... | 72.1 | 70.1 | 70.9 | 74.9 | 71.8 | 71.3 | 68.0 | 66.2 | 66.9 | |
| Jan.-Mar..... | 69.9 | 69.8 | | 71.9 | 72.0 | | | 66.3 | 67.3 | |
| | Average size of purchase | | | | | | | | | |
| | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds |
| Apr.-June..... | .89 | 0.87 | 0.84 | 1.04 | 1.02 | 1.07 | 1.04 | 1.02 | 1.05 | |
| July-Sept..... | .87 | .87 | .85 | 1.06 | 1.03 | 1.05 | 1.05 | 1.04 | 1.04 | |
| Oct.-Dec..... | .92 | .91 | .87 | 1.03 | 1.04 | 1.04 | 1.09 | 1.05 | 1.02 | |
| Jan.-Mar..... | .90 | .87 | | 1.03 | 1.02 | | | 1.04 | 1.03 | |
| | Purchases per 1,000 capita | | | | | | | | | |
| | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds |
| Apr.-June..... | 358 | 338 | 333 | 499 | 538 | 461 | 1,347 | 1,235 | 1,150 | |
| July-Sept..... | 354 | 325 | 332 | 526 | 507 | 445 | 1,373 | 1,242 | 1,189 | |
| Oct.-Dec..... | 409 | 407 | 389 | 592 | 571 | 538 | 1,509 | 1,411 | 1,299 | |
| Jan.-Mar..... | 379 | 365 | | 533 | 549 | | | 1,380 | 1,243 | |

Table 3.--Butter: Household purchases, average price per pound, and average size of purchase, United States by type of retail outlet, 13-week periods

| Quarter | Total quantity purchased | | | | | | | | | |
|----------------|------------------------------|----------------|----------------|---------------------------|----------------|----------------|---------------------|----------------|----------------|----------------|
| | National chains | | | Regional and local chains | | | Independent grocers | | | |
| | 1956-57 | 1955-56 | 1954-55 | 1956-57 | 1955-56 | 1954-55 | 1956-57 | 1955-56 | 1954-55 | |
| | Million pounds | Million pounds | Million pounds | Million pounds | Million pounds | Million pounds | Million pounds | Million pounds | Million pounds | Million pounds |
| Apr.-June..... | 41.2 | 41.0 | 37.1 | 62.2 | 58.1 | 52.2 | 68.4 | 70.7 | 67.6 | |
| July-Sept..... | 40.4 | 40.3 | 36.5 | 63.5 | 55.0 | 53.9 | 68.9 | 69.4 | 66.8 | |
| Oct.-Dec..... | 44.6 | 44.7 | 41.2 | 71.8 | 66.9 | 61.1 | 73.2 | 77.8 | 76.5 | |
| Jan.-Mar..... | 44.4 | 41.9 | | 65.3 | 59.9 | | | 75.2 | 74.4 | |
| Total | | 170.4 | 156.7 | | 245.3 | 227.1 | | 293.1 | 285.3 | |
| | Average price paid per pound | | | | | | | | | |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Apr.-June..... | 67.5 | 65.6 | 65.0 | 67.9 | 66.2 | 65.4 | 69.3 | 68.1 | 67.3 | |
| July-Sept..... | 68.0 | 66.1 | 65.1 | 68.4 | 66.5 | 65.4 | 69.8 | 68.2 | 67.1 | |
| Oct.-Dec..... | 70.2 | 66.8 | 68.0 | 70.6 | 67.3 | 68.1 | 71.8 | 69.0 | 69.3 | |
| Jan.-Mar..... | | 66.9 | 66.8 | | 67.2 | 67.3 | | 69.1 | 68.9 | |
| | Average size of purchase | | | | | | | | | |
| | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds |
| Apr.-June..... | 1.03 | 1.01 | 1.02 | 1.02 | 1.02 | 1.04 | 1.05 | 1.06 | 1.06 | |
| July-Sept..... | 1.02 | 1.01 | 1.01 | 1.02 | 1.00 | 1.03 | 1.06 | 1.05 | 1.05 | |
| Oct.-Dec..... | 1.05 | 1.03 | 0.99 | 1.04 | 1.04 | 1.05 | 1.08 | 1.07 | 1.06 | |
| Jan.-Mar..... | | 1.03 | 1.00 | | 1.03 | 1.03 | | 1.06 | 1.07 | |

Table 4.--Butter: Household purchases, average price per pound, and average size of purchase, United States by type of retail outlet, 13-week periods

| Quarter | Total quantity purchased | | | | | | | | | |
|----------------|------------------------------|----------------|----------------|---------------|----------------|----------------|----------------|----------------|----------------|----------------|
| | House-to-house | | | Other outlets | | | | | | |
| | 1956-57 | 1955-56 | 1954-55 | 1956-57 | 1955-56 | 1954-55 | 1956-57 | 1955-56 | 1954-55 | |
| | Million pounds | Million pounds | Million pounds | Million pound | Million pounds |
| Apr.-June..... | 9.5 | 9.7 | 9.8 | 23.1 | | 22.6 | | | 18.9 | |
| July-Sept..... | 10.0 | 7.8 | 10.5 | 22.2 | | 22.3 | | | 19.7 | |
| Oct.-Dec..... | 11.5 | 9.5 | 12.5 | 23.4 | | 24.3 | | | 22.7 | |
| Jan.-Mar..... | | 9.5 | 12.4 | | | | 24.3 | | 20.7 | |
| Total | | 36.5 | 45.2 | | | | 93.5 | | 82.0 | |
| | Average price paid per pound | | | | | | | | | |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Apr.-June..... | 72.3 | 71.1 | 70.7 | 65.4 | | 64.3 | | | 63.7 | |
| July-Sept..... | 72.3 | 69.9 | 70.4 | 65.6 | | 64.3 | | | 63.7 | |
| Oct.-Dec..... | 73.8 | 71.6 | 71.9 | 66.5 | | 65.1 | | | 64.9 | |
| Jan.-Mar..... | | 71.8 | 71.8 | | | | 65.0 | | 64.9 | |
| | Average size of purchase | | | | | | | | | |
| | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds |
| Apr.-June..... | 1.11 | 1.11 | 1.07 | 1.72 | | 1.68 | | | 1.59 | |
| July-Sept..... | 1.14 | 1.12 | 1.09 | 1.74 | | 1.64 | | | 1.62 | |
| Oct.-Dec..... | 1.13 | 1.13 | 1.12 | 1.79 | | 1.69 | | | 1.66 | |
| Jan.-Mar..... | | 1.11 | 1.13 | | | | 1.69 | | 1.66 | |

Table 5 .--Fluid whole milk: Household purchases, by U. S. and regions, 13-week periods

| Quarter | United States | | Northeast | | North Central | |
|----------------|-------------------|-------------------|--------------------|-------------------|-------------------|-------------------|
| | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 |
| | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts |
| Apr.-June..... | 3,516 | 3,400 | 1,251 | 1,225 | 1,140 | 1,091 |
| July-Sept..... | 3,555 | 3,370 | 1,221 | 1,188 | 1,149 | 1,080 |
| Oct.-Dec..... | 3,787 | 3,621 | 1,306 | 1,292 | 1,214 | 1,173 |
| Jan.-Mar..... | | 3,639 | | 1,280 | | 1,185 |
| Total | | 14,030 | | 4,985 | | 4,529 |
| | | | | | | |
| | South | | Mountain-Southwest | | Pacific | |
| | | | | | | |
| Apr.-June..... | 417 | 398 | 309 | 290 | 399 | 396 |
| July-Sept..... | 444 | 413 | 321 | 292 | 420 | 397 |
| Oct.-Dec..... | 475 | 431 | 346 | 318 | 447 | 407 |
| Jan.-Mar..... | | 441 | | 324 | | 409 |
| Total | | 1,683 | | 1,224 | | 1,609 |

Table 6 .--Fluid whole milk: Prices paid by householders per quart equivalent, by U. S. and regions, 13-week periods

| Quarter | United States | | Northeast | | North Central | |
|----------------|---------------|---------|--------------------|---------|---------------|---------|
| | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 |
| | Cents | Cents | Cents | Cents | Cents | Cents |
| Apr.-June..... | 22.3 | 21.7 | 23.5 | 23.2 | 20.6 | 19.5 |
| July-Sept..... | 22.7 | 22.0 | 24.1 | 23.8 | 20.8 | 19.7 |
| Oct.-Dec..... | 23.1 | 22.4 | 24.8 | 24.3 | 21.1 | 20.0 |
| Jan.-Mar..... | | 22.2 | | 24.2 | | 19.8 |
| | | | | | | |
| | South | | Mountain-Southwest | | Pacific | |
| | | | | | | |
| Apr.-June..... | 24.1 | 23.6 | 22.8 | 22.2 | 20.9 | 21.0 |
| July-Sept..... | 24.4 | 23.5 | 23.4 | 22.4 | 21.1 | 20.9 |
| Oct.-Dec..... | 24.6 | 23.9 | 23.7 | 22.7 | 21.8 | 20.8 |
| Jan.-Mar..... | | 23.9 | | 22.8 | | 20.7 |
| | | | | | | |

Table 7.--Fluid whole milk: Household purchases, by type of retail outlet, 13-week periods

| Quarter | National chains | | Regional and local chains | | Independent grocers | |
|----------------|-----------------|----------------|---------------------------|----------------|---------------------|----------------|
| | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 |
| | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts |
| Apr.-June..... | 226 | 207 | 368 | 296 | 906 | 1,016 |
| July-Sept..... | 231 | 193 | 385 | 283 | 928 | 1,025 |
| Oct.-Dec..... | 261 | 211 | 427 | 314 | 956 | 1,057 |
| Jan.-Mar..... | | 237 | | 320 | | 1,052 |
| Total | | 848 | | 1,213 | | 4,150 |
| | | | | | | |
| | House-to-house | | All other outlets | | | |
| | | | | | | |
| Apr.-June..... | 1,774 | 1,691 | | 242 | | 190 |
| July-Sept..... | 1,753 | 1,660 | | 258 | | 209 |
| Oct.-Dec..... | 1,878 | 1,816 | | 264 | | 223 |
| Jan.-Mar..... | | 1,811 | | | | 219 |
| Total | | 6,978 | | | | 841 |

Table 8.--Fluid whole milk: Prices paid by householders per quart equivalent by type of retail outlet, 13-week periods

| Quarter | National chains | | Regional and local chains | | Independent grocers | |
|----------------|-----------------|----------------|---------------------------|----------------|---------------------|----------------|
| | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 |
| | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts |
| Apr.-June..... | 21.4 | 21.0 | 21.5 | 21.0 | 22.1 | 21.4 |
| July-Sept..... | 21.8 | 21.4 | 22.1 | 21.3 | 22.4 | 21.8 |
| Oct.-Dec..... | 22.5 | 22.0 | 22.5 | 21.8 | 22.9 | 22.1 |
| Jan.-Mar..... | | 21.8 | | 21.7 | | 21.9 |
| | | | | | | |
| | House-to-house | | All other outlets | | | |
| | | | | | | |
| Apr.-June..... | 23.1 | 22.5 | | 18.7 | | 18.7 |
| July-Sept..... | 23.6 | 22.7 | | 18.9 | | 18.9 |
| Oct.-Dec..... | 24.1 | 23.0 | | 19.3 | | 19.0 |
| Jan.-Mar..... | | 22.9 | | | | 19.0 |
| | | | | | | |

Table 9.--Fluid skim milk: Household purchases, by U. S. and regions, 13-week periods

| Quarter | United States | | Northeast | | North Central | |
|----------------|-------------------|-------------------|--------------------|-------------------|-------------------|-------------------|
| | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 |
| | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts |
| Apr.-June..... | 219 | 179 | 41 | 38 | 67 | 48 |
| July-Sept..... | 210 | 191 | 42 | 42 | 61 | 54 |
| Oct.-Dec..... | 212 | 180 | 41 | 37 | 62 | 50 |
| Jan.-Mar..... | | 190 | | 35 | | 55 |
| Total | | 740 | | 152 | | 207 |
| | | | | | | |
| | South | | Mountain-Southwest | | Pacific | |
| | | | | | | |
| Apr.-June..... | 49 | 39 | 23 | 19 | 39 | 35 |
| July-Sept..... | 46 | 42 | 22 | 20 | 39 | 33 |
| Oct.-Dec..... | 49 | 44 | 22 | 19 | 38 | 30 |
| Jan.-Mar..... | | 43 | | 23 | | 34 |
| Total | | 168 | | 81 | | 132 |

Table 10.--Fluid skim milk: Prices paid by householders per quart equivalent, by U. S. and regions, 13-week periods

| Quarter | United States | | Northeast | | North Central | |
|----------------|---------------|---------|--------------------|---------|---------------|---------|
| | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 |
| | Cents | Cents | Cents | Cents | Cents | Cents |
| Apr.-June..... | 18.5 | 18.5 | 19.6 | 20.1 | 19.4 | 18.5 |
| July-Sept..... | 18.8 | 18.9 | 20.3 | 20.8 | 19.6 | 18.6 |
| Oct.-Dec..... | 19.3 | 18.9 | 21.0 | 20.8 | 19.8 | 19.0 |
| Jan.-Mar..... | | 18.6 | | 20.7 | | 18.7 |
| | | | | | | |
| | South | | Mountain-Southwest | | Pacific | |
| | | | | | | |
| Apr.-June..... | 18.8 | 18.7 | 19.2 | 18.7 | 15.0 | 16.4 |
| July-Sept..... | 19.2 | 18.2 | 19.3 | 19.4 | 15.1 | 17.3 |
| Oct.-Dec..... | 19.6 | 18.5 | 19.8 | 20.3 | 15.7 | 16.2 |
| Jan.-Mar..... | | 18.4 | | 20.0 | | 15.6 |
| | | | | | | |

Table 11.--Fluid skim milk: Household purchases, by type of retail outlet, 13-week periods

| Quarter | National chains | | Regional and local chains | | Independent grocers | |
|----------------|-----------------|----------------|---------------------------|----------------|---------------------|----------------|
| | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 |
| | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts |
| Apr.-June..... | 17 | 13 | 32 | 19 | 54 | 56 |
| July-Sept..... | 18 | 14 | 32 | 21 | 49 | 59 |
| Oct.-Dec..... | 18 | 15 | 32 | 18 | 47 | 56 |
| Jan.-Mar..... | | 16 | | 20 | | 60 |
| Total | | 58 | | 78 | | 231 |
| | | | | | House-to-house | |
| | | | | | All other outlets | |
| Apr.-June..... | 101 | 81 | | | 14 | 10 |
| July-Sept..... | 100 | 84 | | | 10 | 13 |
| Oct.-Dec..... | 102 | 78 | | | 13 | 13 |
| Jan.-Mar..... | | 78 | | | | 16 |
| Total | | 321 | | | | 52 |

Table 12.--Fluid skim milk: Prices paid by householders per quart equivalent, by type of retail outlet, 13-week periods

| Quarter | National chains | | Regional and local chains | | Independent grocers | |
|----------------|-----------------|---------|---------------------------|---------|---------------------|---------|
| | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 |
| | Cents | Cents | Cents | Cents | Cents | Cents |
| Apr.-June..... | 17.7 | 18.0 | 17.1 | 17.4 | 18.8 | 18.7 |
| July-Sept..... | 18.1 | 18.6 | 17.8 | 17.4 | 18.9 | 19.5 |
| Oct.-Dec..... | 18.9 | 18.7 | 18.4 | 18.2 | 19.6 | 19.1 |
| Jan.-Mar..... | | 17.7 | | 17.7 | | 19.0 |
| | | | | | House-to-house | |
| | | | | | All other outlets | |
| Apr.-June..... | 19.4 | 19.2 | | | 14.8 | 15.0 |
| July-Sept..... | 19.6 | 19.4 | | | 14.7 | 14.5 |
| Oct.-Dec..... | 20.0 | 19.5 | | | 14.8 | 15.6 |
| Jan.-Mar..... | | 19.3 | | | | 15.6 |

Table 13.--Fluid whole milk: Household purchases, by regions, by size of container, 13-week periods

| Quarter | Gallon size | | | | | | | | | |
|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|-------------------|-------------------|-------------------|
| | Northeast | | North Central | | South | | Mountain-Southwest | | Pacific | |
| | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 |
| | Million quarts | Million quarts | Million quarts | Million quarts |
| Apr.-June..... | 16.8 | 8.5 | 165.0 | 147.9 | 17.3 | 10.4 | 22.5 | 18.3 | 12.4 | 8.8 |
| July-Sept..... | 19.9 | 6.5 | 170.7 | 139.8 | 19.1 | 10.2 | 19.6 | 17.1 | 11.7 | 9.4 |
| Oct.-Dec..... | 23.9 | 9.2 | 186.4 | 160.4 | 22.9 | 10.4 | 20.0 | 20.7 | 12.9 | 9.4 |
| Jan.-Mar..... | | 9.5 | | 178.5 | | 15.3 | | 21.7 | | 8.3 |
| Total | | 33.7 | | 626.6 | | 46.3 | | 77.8 | | 35.9 |
| Half-gallon size | | | | | | | | | | |
| Apr.-June..... | 109.4 | 28.7 | 503.4 | 367.3 | 146.2 | 53.3 | 183.3 | 126.5 | 121.3 | 84.7 |
| July-Sept..... | 127.4 | 29.8 | 527.3 | 374.4 | 168.8 | 65.9 | 194.2 | 131.4 | 150.3 | 81.0 |
| Oct.-Dec..... | 161.0 | 32.2 | 570.0 | 423.0 | 187.9 | 85.4 | 212.7 | 144.7 | 170.0 | 93.4 |
| Jan.-Mar..... | | 40.1 | | 444.2 | | 89.2 | | 155.8 | | 104.8 |
| Total | | 130.8 | | 1,608.9 | | 293.7 | | 558.4 | | 363.9 |
| Quart size | | | | | | | | | | |
| Apr.-June..... | 1,122.7 | 1,187.5 | 471.5 | 574.9 | 252.8 | 334.3 | 102.7 | 145.1 | 265.6 | 302.6 |
| July-Sept..... | 1,071.8 | 1,151.6 | 450.8 | 565.2 | 256.0 | 336.4 | 106.9 | 143.3 | 258.2 | 306.4 |
| Oct.-Dec..... | 1,119.9 | 1,250.3 | 456.7 | 589.2 | 263.8 | 334.0 | 113.0 | 152.3 | 263.3 | 303.3 |
| Jan.-Mar..... | | 1,230.7 | | 561.7 | | 334.1 | | 146.5 | | 295.1 |
| Total | | 4,820.1 | | 2,291.0 | | 1,338.8 | | 587.2 | | 1,207.4 |

Table 14.--Fluid skim milk: Household purchases, by regions, by size of container, 13-week periods

| Quarter | Gallon size | | | | | | | | | |
|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|-------------------|-------------------|-------------------|
| | Northeast | | North Central | | South | | Mountain-Southwest | | Pacific | |
| | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 |
| | Million quarts | Million quarts | Million quarts | Million quarts |
| Apr.-June..... | 0.9 | 0.8 | 2.7 | 2.2 | 3.1 | 1.9 | 1.3 | 1.9 | 0.1 | 0.3 |
| July-Sept..... | 1.1 | .9 | 2.8 | 3.1 | 2.1 | 3.3 | .4 | 1.4 | 1/ | -- |
| Oct.-Dec..... | 1.1 | .3 | 2.3 | 2.1 | 1.8 | 2.2 | .7 | 1.1 | .2 | .2 |
| Jan.-Mar..... | | 1.1 | | 1.8 | | 1.9 | | 1.5 | | -- |
| Total | | 3.1 | | 9.2 | | 9.3 | | 5.9 | | .5 |
| Half-gallon size | | | | | | | | | | |
| Apr.-June..... | 0.7 | 1.0 | 12.0 | 3.4 | 11.1 | 3.1 | 9.1 | 3.2 | 8.0 | 3.5 |
| July-Sept..... | 1.1 | 1.1 | 10.9 | 3.6 | 11.7 | 4.5 | 10.4 | 3.9 | 7.3 | 3.3 |
| Oct.-Dec..... | 1.4 | .4 | 14.3 | 1.9 | 12.7 | 4.9 | 10.0 | 4.7 | 5.7 | 3.1 |
| Jan.-Mar..... | | .2 | | 3.2 | | 5.9 | | 7.2 | | 5.2 |
| Total | | 2.7 | | 12.1 | | 18.4 | | 19.0 | | 15.1 |
| Quart size | | | | | | | | | | |
| Apr.-June..... | 39.1 | 36.0 | 51.6 | 42.5 | 35.0 | 33.1 | 12.3 | 14.2 | 31.2 | 31.4 |
| July-Sept..... | 39.4 | 40.0 | 47.2 | 47.6 | 32.0 | 33.8 | 11.3 | 14.3 | 31.4 | 29.7 |
| Oct.-Dec..... | 38.6 | 35.8 | 45.7 | 45.6 | 34.4 | 36.6 | 11.1 | 13.5 | 31.7 | 26.9 |
| Jan.-Mar..... | | 32.9 | | 49.9 | | 35.4 | | 14.1 | | 28.8 |
| Total | | 144.7 | | 185.6 | | 138.9 | | 56.1 | | 116.8 |

Table 15.--Fluid whole milk: Household purchases, by retail outlets, by size of container, 13-week periods

| Quarter | Gallon size | | | | | | | | | |
|------------------|-----------------|----------------|---------------------------|----------------|-----------------------|----------------|----------------|----------------|-------------------|----------------|
| | National chains | | Regional and local chains | | Independent groceries | | House-to-house | | All other outlets | |
| | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 |
| | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts |
| Apr.-June..... | 8.1 | 12.7 | 23.8 | 19.8 | 62.9 | 79.2 | 87.9 | 49.3 | 51.3 | 32.9 |
| July-Sept..... | 9.4 | 9.3 | 25.0 | 16.6 | 69.2 | 71.9 | 82.8 | 49.4 | 54.6 | 32.8 |
| Oct.-Dec..... | 10.9 | 10.7 | 29.9 | 18.3 | 77.6 | 80.8 | 92.0 | 60.4 | 55.7 | 39.9 |
| Jan.-Mar..... | | | 13.1 | | 19.8 | | 89.3 | | 75.1 | 36.0 |
| Total | | 45.8 | | 74.5 | | 324.2 | | 234.2 | | 141.6 |
| Half-gallon size | | | | | | | | | | |
| Apr.-June..... | 123.9 | 75.1 | 163.9 | 87.8 | 365.4 | 244.5 | 328.4 | 207.9 | 82.0 | 45.2 |
| July-Sept..... | 134.0 | 75.4 | 179.0 | 91.3 | 409.4 | 253.7 | 354.5 | 206.9 | 91.1 | 55.1 |
| Oct.-Dec..... | 152.7 | 81.2 | 208.5 | 101.4 | 436.8 | 293.8 | 407.3 | 235.0 | 96.3 | 67.3 |
| Jan.-Mar..... | | 92.3 | | 106.3 | | 321.8 | | 246.5 | | 67.2 |
| Total | | 324.0 | | 386.8 | | 1,113.8 | | 896.3 | | 234.8 |
| Quart size | | | | | | | | | | |
| Apr.-June..... | 93.8 | 119.2 | 180.3 | 188.1 | 477.2 | 691.3 | 1,357.8 | 1,433.8 | 106.2 | 112.0 |
| July-Sept..... | 87.8 | 108.7 | 181.1 | 175.4 | 449.0 | 695.2 | 1,315.4 | 1,403.2 | 110.4 | 120.4 |
| Oct.-Dec..... | 97.8 | 119.3 | 188.1 | 193.8 | 441.7 | 681.8 | 1,378.7 | 1,519.3 | 110.4 | 114.9 |
| Jan.-Mar..... | | 131.4 | | 193.5 | | 640.9 | | 1,489.0 | | 113.3 |
| Total | | 478.6 | | 750.8 | | 2,709.2 | | 5,845.3 | | 460.6 |

Table 16.--Fluid skim milk: Household purchases, by retail outlets, by size of container, 13-week periods

| Quarter | Gallon size | | | | | | | | | |
|------------------|-----------------|----------------|---------------------------|----------------|-----------------------|----------------|----------------|----------------|-------------------|----------------|
| | National chains | | Regional and local chains | | Independent groceries | | House-to-house | | All other outlets | |
| | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 |
| | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts |
| Apr.-June..... | 0.3 | 1/ | 0.8 | 0.2 | 1.8 | 2.6 | 2.5 | 1.7 | 2.7 | 2.6 |
| July-Sept..... | 0.1 | 0.2 | 0.4 | .3 | 2.0 | 2.7 | 2.5 | 2.0 | 1.4 | 3.5 |
| Oct.-Dec..... | 1/ | .6 | 0.4 | .2 | 1.1 | 1.6 | 2.7 | 1.1 | 1.9 | 2.4 |
| Jan.-Mar..... | | .2 | | .2 | | 1.1 | | 1.0 | | 3.8 |
| Total | | 1.0 | | .9 | | 8.0 | | 5.8 | | 12.3 |
| Half-gallon size | | | | | | | | | | |
| Apr.-June..... | 5.3 | 2.5 | 10.4 | 3.5 | 12.0 | 3.8 | 9.9 | 3.2 | 3.3 | 1.2 |
| July-Sept..... | 6.1 | 2.3 | 10.6 | 3.0 | 10.5 | 5.3 | 11.5 | 4.0 | 2.7 | 1.8 |
| Oct.-Dec..... | 6.2 | 2.3 | 11.1 | 2.7 | 9.2 | 5.6 | 14.1 | 2.6 | 3.5 | 1.8 |
| Jan.-Mar..... | | 4.0 | | 4.2 | | 7.9 | | 3.3 | | 2.3 |
| Total | | 11.1 | | 13.4 | | 22.6 | | 13.1 | | 7.1 |
| Quart size | | | | | | | | | | |
| Apr.-June..... | 11.7 | 10.8 | 20.8 | 15.5 | 40.2 | 48.9 | 88.7 | 76.3 | 7.8 | 5.7 |
| July-Sept..... | 12.0 | 11.4 | 21.1 | 17.5 | 36.4 | 50.8 | 85.7 | 77.8 | 6.3 | 7.9 |
| Oct.-Dec..... | 11.9 | 12.1 | 20.1 | 14.7 | 36.7 | 48.4 | 85.2 | 74.8 | 7.6 | 8.4 |
| Jan.-Mar..... | | 12.1 | | 15.5 | | 50.6 | | 73.1 | | 9.8 |
| Total | | 46.4 | | 63.2 | | 198.7 | | 302.0 | | 31.8 |

1/ Less than .1.

Table 17.--Fluid whole milk: Prices paid by householders, by regions, by size of container, 13-week periods
(per quart equivalent)

| Quarter | Gallon size | | | | | | | | | |
|------------------|-------------|---------|---------------|---------|---------|---------|--------------------|---------|---------|---------|
| | Northeast | | North Central | | South | | Mountain-Southwest | | Pacific | |
| | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Apr.-June..... | 15.4 | 14.1 | 18.8 | 17.2 | 17.6 | 15.8 | 18.5 | 18.4 | 16.8 | 15.4 |
| July-Sept..... | 16.8 | 14.9 | 18.7 | 17.3 | 17.2 | 14.7 | 19.3 | 18.7 | 17.9 | 15.2 |
| Oct.-Dec..... | 17.5 | 15.1 | 18.9 | 17.9 | 17.6 | 19.9 | 18.8 | 18.6 | 17.6 | 15.0 |
| Jan.-Mar..... | | 14.1 | | 17.9 | | 18.2 | | 18.7 | | 16.3 |
| Half-gallon size | | | | | | | | | | |
| Apr.-June..... | 21.5 | 20.8 | 20.1 | 18.9 | 22.9 | 21.3 | 23.2 | 21.9 | 20.1 | 20.0 |
| July-Sept..... | 22.0 | 21.4 | 20.4 | 19.1 | 23.4 | 21.1 | 23.6 | 22.2 | 20.3 | 20.0 |
| Oct.-Dec..... | 23.3 | 22.2 | 20.7 | 19.6 | 23.7 | 21.6 | 23.9 | 22.8 | 21.1 | 19.9 |
| Jan.-Mar..... | | 22.0 | | 19.3 | | 21.8 | | 22.9 | | 19.9 |
| Quart size | | | | | | | | | | |
| Apr.-June..... | 23.9 | 23.3 | 21.8 | 20.5 | 25.2 | 24.2 | 23.1 | 22.9 | 21.5 | 21.4 |
| July-Sept..... | 24.5 | 23.9 | 22.1 | 20.8 | 25.6 | 24.2 | 23.8 | 23.0 | 21.7 | 21.3 |
| Oct.-Dec..... | 25.2 | 24.5 | 22.6 | 20.9 | 25.8 | 24.6 | 24.2 | 23.2 | 22.5 | 21.3 |
| Jan.-Mar..... | | 24.3 | | 20.8 | | 24.7 | | 23.2 | | 21.1 |

Table 18.--Fluid skim milk: Prices paid by householders, by regions, by size of container, 13-week periods
(per quart equivalent)

| Quarter | Gallon size | | | | | | | | | |
|------------------|-------------|---------|---------------|---------|---------|---------|--------------------|---------|---------|---------|
| | Northeast | | North Central | | South | | Mountain-Southwest | | Pacific | |
| | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Apr.-June..... | 1/ | 1/ | 10.5 | 10.5 | 11.9 | 9.8 | 10.6 | 11.5 | 1/ | 1/ |
| July-Sept..... | 1/ | 1/ | 10.3 | 8.4 | 11.2 | 9.0 | 12.9 | 10.0 | 1/ | 1/ |
| Oct.-Dec..... | 1/ | 1/ | 13.5 | 12.0 | 11.2 | 10.9 | 11.3 | 9.7 | 1/ | 1/ |
| Jan.-Mar..... | | 1/ | | 11.6 | | 10.9 | | 10.6 | | 1/ |
| Half-gallon size | | | | | | | | | | |
| Apr.-June..... | 12.3 | 17.0 | 18.5 | 16.7 | 16.8 | 15.4 | 18.7 | 18.6 | 11.0 | 11.8 |
| July-Sept..... | 10.0 | 14.3 | 18.8 | 16.8 | 16.9 | 15.7 | 18.0 | 19.5 | 11.6 | 12.3 |
| Oct.-Dec..... | 17.9 | 16.4 | 18.3 | 16.4 | 17.6 | 15.7 | 18.6 | 20.5 | 12.5 | 12.6 |
| Jan.-Mar..... | | 20.4 | | 16.6 | | 15.3 | | 20.2 | | 11.4 |
| Quart size | | | | | | | | | | |
| Apr.-June..... | 19.9 | 20.3 | 20.0 | 19.1 | 19.9 | 19.4 | 20.6 | 19.7 | 16.0 | 17.0 |
| July-Sept..... | 20.8 | 21.1 | 20.3 | 19.4 | 20.5 | 19.4 | 20.7 | 20.3 | 15.9 | 17.8 |
| Oct.-Dec..... | 21.3 | 20.8 | 20.6 | 19.4 | 20.8 | 19.4 | 21.4 | 21.1 | 16.3 | 16.7 |
| Jan.-Mar..... | | 20.8 | | 19.1 | | 19.3 | | 20.9 | | 16.3 |

1/ Too few purchases for analysis.

Table 19.--Fluid whole milk: Prices paid by householders, by retail outlets, by size of container, 13-week period (per quart equivalent)

| Quarter | Gallon size | | | | | | | | | |
|------------------|-----------------|---------|---------------------------|---------|-----------------------|---------|----------------|---------|-------------------|---------|
| | National chains | | Regional and local chains | | Independent groceries | | House-to-house | | All other outlets | |
| | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Apr.-June..... | 16.5 | 17.1 | 16.8 | 16.7 | 18.1 | 16.7 | 20.2 | 19.2 | 16.2 | 14.7 |
| July-Sept..... | 17.7 | 17.8 | 17.4 | 16.8 | 18.5 | 16.7 | 20.1 | 19.0 | 16.5 | 15.0 |
| Oct.-Dec..... | 18.7 | 18.0 | 18.1 | 17.7 | 18.5 | 17.4 | 20.1 | 20.0 | 16.4 | 15.4 |
| Jan.-Mar..... | | 17.9 | | 17.7 | | 17.4 | | 19.3 | | 15.8 |
| Half-gallon size | | | | | | | | | | |
| Apr.-June..... | 20.9 | 19.7 | 20.9 | 19.6 | 21.5 | 20.0 | 21.9 | 20.6 | 18.0 | 17.7 |
| July-Sept..... | 21.2 | 19.9 | 21.5 | 19.9 | 21.8 | 20.3 | 22.4 | 20.7 | 17.8 | 17.7 |
| Oct.-Dec..... | 21.7 | 20.6 | 21.8 | 20.5 | 22.2 | 20.8 | 22.8 | 21.1 | 18.6 | 18.1 |
| Jan.-Mar..... | | 20.3 | | 20.3 | | 20.6 | | 21.0 | | 17.9 |
| Quart size | | | | | | | | | | |
| Apr.-June..... | 22.5 | 22.2 | 22.7 | 22.1 | 23.2 | 22.4 | 23.6 | 22.9 | 20.5 | 20.3 |
| July-Sept..... | 23.3 | 22.8 | 23.3 | 22.5 | 23.6 | 22.9 | 24.1 | 23.1 | 20.9 | 20.5 |
| Oct.-Dec..... | 24.2 | 23.4 | 23.9 | 22.9 | 24.2 | 23.3 | 24.7 | 23.4 | 21.3 | 20.7 |
| Jan.-Mar..... | | 23.1 | | 22.8 | | 23.2 | | 23.4 | | 20.6 |

Table 20.--Fluid skim milk: Prices paid by householders, by retail outlets, by size of container, 13-week periods (per quart equivalent)

| Quarter | Gallon size | | | | | | | | | |
|------------------|-----------------|---------|---------------------------|---------|-----------------------|---------|----------------|---------|-------------------|---------|
| | National chains | | Regional and local chains | | Independent groceries | | House-to-house | | All other outlets | |
| | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Apr.-June..... | 1/ | 1/ | 1/ | 1/ | 7.3 | 11.0 | 14.7 | 11.9 | 9.9 | 10.0 |
| July-Sept..... | 1/ | 1/ | 1/ | 1/ | 8.1 | 9.1 | 14.4 | 11.2 | 9.1 | 8.0 |
| Oct.-Dec..... | 1/ | 1/ | 1/ | 1/ | 7.8 | 9.6 | 16.6 | 12.3 | 9.5 | 10.5 |
| Jan.-Mar..... | | 1/ | | 1/ | | 9.7 | | 11.9 | | 12.0 |
| Half-gallon size | | | | | | | | | | |
| Apr.-June..... | 14.9 | 15.4 | 14.7 | 14.5 | 18.5 | 16.9 | 17.2 | 16.6 | 15.3 | 13.3 |
| July-Sept..... | 15.0 | 15.0 | 16.3 | 13.7 | 18.4 | 17.7 | 16.6 | 17.0 | 13.5 | 14.5 |
| Oct.-Dec..... | 16.9 | 15.2 | 17.2 | 15.3 | 19.6 | 17.7 | 17.5 | 19.3 | 12.9 | 13.6 |
| Jan.-Mar..... | | 13.1 | | 15.1 | | 17.7 | | 19.3 | | 14.2 |
| Quart size | | | | | | | | | | |
| Apr.-June..... | 18.9 | 18.6 | 18.4 | 18.1 | 19.3 | 19.1 | 19.8 | 19.4 | 15.9 | 17.5 |
| July-Sept..... | 19.6 | 19.3 | 18.6 | 18.1 | 19.6 | 20.3 | 20.2 | 19.8 | 16.2 | 17.4 |
| Oct.-Dec..... | 19.9 | 19.4 | 19.2 | 18.9 | 19.9 | 19.6 | 20.5 | 19.6 | 16.9 | 17.4 |
| Jan.-Mar..... | | 19.2 | | 18.5 | | 19.4 | | 19.4 | | 17.0 |

1/ Too few purchases for analysis.

Table 21.--Fluid milk: Household purchases by size of container for the U. S., 13-week periods

| Quarter | Gallon size | | | | | |
|------------------|----------------|----------------|------------------|----------------|-----------------|----------------|
| | Fluid milk | | Fluid whole milk | | Fluid skim milk | |
| | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 |
| | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts | Million quarts |
| Apr.-June..... | 242.1 | 201.0 | 234.0 | 193.9 | 8.1 | 7.1 |
| July-Sept..... | 247.4 | 191.7 | 241.0 | 183.0 | 6.4 | 8.7 |
| Oct.-Dec..... | 272.2 | 216.0 | 266.1 | 210.1 | 6.1 | 5.9 |
| Jan.-Mar..... | | 239.6 | | 233.3 | | 6.3 |
| Total | | 848.3 | | 820.3 | | 28.0 |
| Half-gallon size | | | | | | |
| Apr.-June..... | 1,104.5 | 674.7 | 1,063.6 | 660.5 | 40.9 | 14.2 |
| July-Sept..... | 1,209.4 | 698.8 | 1,168.0 | 682.4 | 41.4 | 16.4 |
| Oct.-Dec..... | 1,345.7 | 793.7 | 1,301.6 | 778.7 | 44.1 | 15.0 |
| Jan.-Mar..... | | 855.8 | | 834.1 | | 21.7 |
| Total | | 3,023.0 | | 2,955.7 | | 67.3 |
| Quart size | | | | | | |
| Apr.-June..... | 2,384.5 | 2,701.6 | 2,215.3 | 2,544.4 | 169.2 | 157.2 |
| July-Sept..... | 2,305.2 | 2,668.3 | 2,143.7 | 2,502.9 | 161.5 | 165.4 |
| Oct.-Dec..... | 2,378.2 | 2,787.5 | 2,216.7 | 2,629.1 | 161.5 | 158.4 |
| Jan.-Mar..... | | 2,729.2 | | 2,568.1 | | 161.1 |
| Total | | 10,886.6 | | 10,244.5 | | 642.1 |

Table 22: Fluid milk: Household purchases per capita in quart equivalents, by regions, 13-week periods

| Quarter | Total fluid milk | | | | | | | | | |
|------------------|------------------|---------|---------------|---------|---------|---------|--------------------|---------|---------|---------|
| | Northeast | | North Central | | South | | Mountain-Southwest | | Pacific | |
| | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 | 1956-57 | 1954-55 |
| | Quarts | Quarts | Quarts | Quarts | Quarts | Quarts | Quarts | Quarts | Quarts | Quarts |
| Apr.-June..... | 29.31 | 29.53 | 26.16 | 25.28 | 11.88 | 11.51 | 19.73 | 18.97 | 27.37 | 27.11 |
| July-Sept..... | 28.60 | 28.28 | 26.31 | 25.10 | 12.72 | 12.02 | 21.13 | 18.53 | 27.54 | 27.26 |
| Oct.-Dec..... | 30.13 | 30.36 | 27.52 | 26.63 | 13.54 | 12.48 | 22.15 | 20.13 | 29.07 | 27.69 |
| Jan.-Mar..... | | 30.23 | | | 27.18 | | 12.41 | | 21.22 | 27.83 |
| Fluid whole milk | | | | | | | | | | |
| Apr.-June..... | 28.39 | 28.65 | 24.72 | 24.21 | 10.62 | 10.50 | 18.38 | 17.79 | 24.92 | 24.90 |
| July-Sept..... | 27.66 | 27.31 | 24.98 | 23.89 | 11.52 | 10.91 | 19.77 | 17.36 | 25.21 | 25.17 |
| Oct.-Dec..... | 29.21 | 29.52 | 26.17 | 25.55 | 12.27 | 11.33 | 20.84 | 18.98 | 26.81 | 25.77 |
| Jan.-Mar..... | | 29.44 | | | 25.98 | | 11.30 | | 19.83 | 25.69 |
| Fluid skim milk | | | | | | | | | | |
| Apr.-June..... | .92 | .88 | 1.44 | 1.07 | 1.26 | 1.01 | 1.35 | 1.18 | 2.45 | 2.21 |
| July-Sept..... | .94 | .97 | 1.33 | 1.21 | 1.20 | 1.11 | 1.36 | 1.17 | 2.33 | 2.09 |
| Oct.-Dec..... | .92 | .84 | 1.35 | 1.08 | 1.27 | 1.15 | 1.31 | 1.15 | 2.26 | 1.92 |
| Jan.-Mar..... | | .79 | | | 1.20 | | 1.11 | | 1.39 | 2.14 |



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